

Save the Turtles!

Examining Motivators for Pro-Environmental Behaviors

M. Ryan Nugent, Megan Kemp, & Heather Barnes Truelove, PhD.



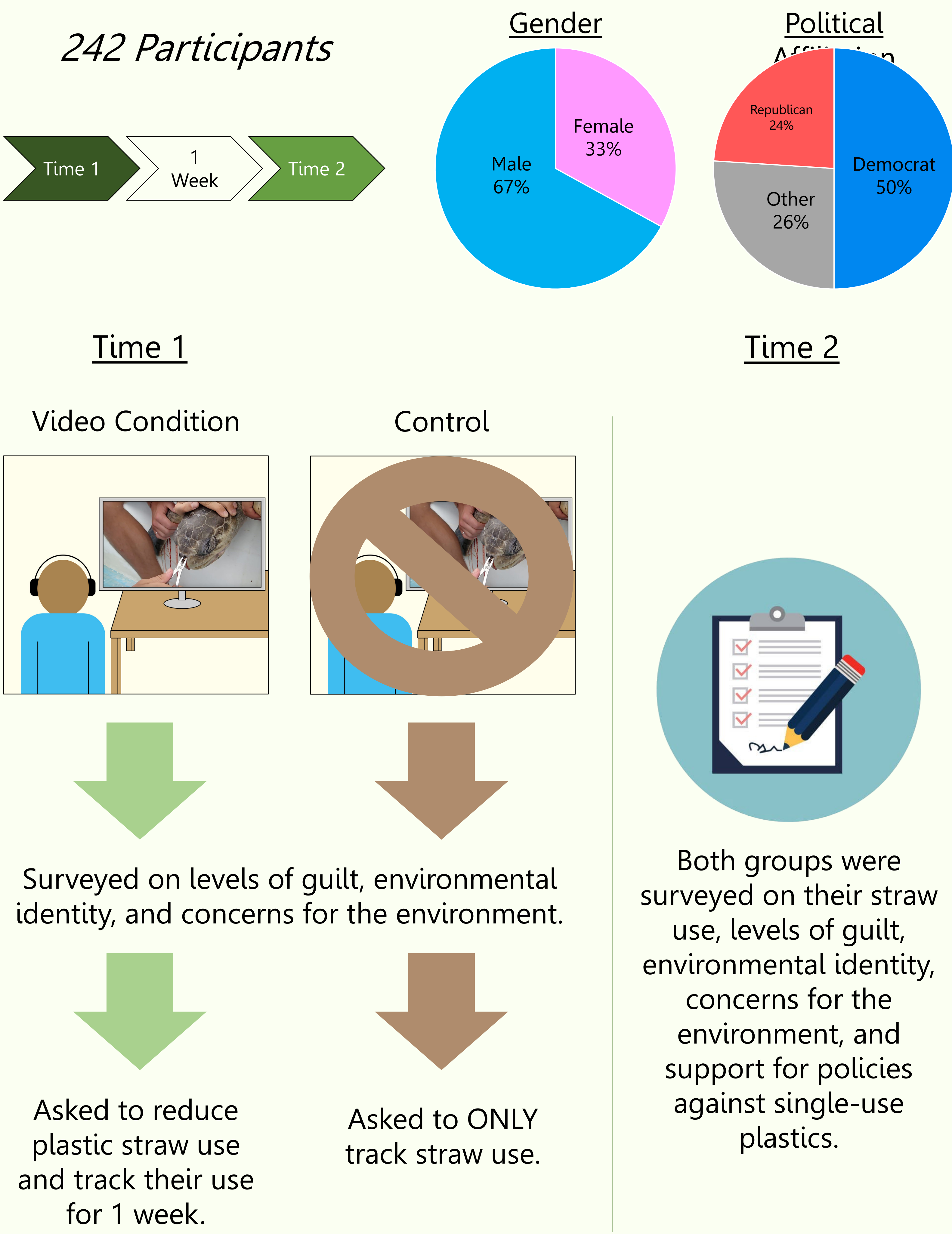
Introduction

- Single-use plastic straw pollution has recently caused a major stir in the media.
- Viewing vivid images and videos of plastic pollution has been assumed to lead to increased feelings of guilt, environmental identity, and environmental concern in the public that is thought to then motivate additional pro-environmental behaviors (PEBs).
- Guilt
 - Strong, but short-lived feeling, losing power after a minimal amount of PEBs have been performed (O’Keefe, 2002)
- Pro-Environmental Identity
 - Strengthens after each subsequent PEB is performed (Coelho et. al., 2017)
 - Usually leads to consistent PEB performance (Coelho et. al., 2017)
- Environmental Concern
 - Relates to a sense of responsibility and urgency, making it a strong motivator of PEBs (Fransson & Gärling, 1999)
- Our study tests the effect of vivid images on guilt, identity, concern, policy support, and PEBs

Hypotheses

	<u>Time 1</u>	<u>Time 2</u>	
H1	Guilt	Video > Control	Video = Control
H2	Identity	Video > Control	Video > Control
H3	Concern	Video > Control	Video > Control
H4	Plastic Straw Use		Video < Control
H5	Policy Support		Video > Control

Method



Results



Discussion

- In comparison to the control condition, exposing individuals to the video (environmental condition) did not affect their pro-environmental identity nor their concerns for the environment.
- Guilt was experienced by participants at Time 1, but not at Time 2, indicating that guilt was experienced by participants after watching the video, but the guilt was only short-lived.
- An individual’s straw use seems to be unaffected by our chosen environmental condition.
- Our chosen environmental condition also did not affect whether or not individuals would support policies against single-use plastics.
- References available upon request.